

ANNEX

DIGITAL TV FACTSHEET

Digital TV Starter Kit and Public Outreach

1. The Digital TV Assistance Scheme (DTVAS) was launched in September 2014 to help low-income households make the switch to DTV. The original DTVAS package comprised a free digital set-top box, indoor antenna and free installation. Since the launch of the DTVAS, almost 70,000 DTVAS packages have been deployed.
2. To ensure that more Singaporeans can transition to DTV, IMDA has expanded the DTVAS by providing a free DTV Starter Kit to all Singaporean HDB households which are not subscribed to Pay-TV.
3. Upon receiving their letter, eligible households can redeem the following, either online or by calling the dedicated hotline:
 - a. One digital set-top box;
 - b. One indoor antenna; and
 - c. Free delivery and installation

Alternatively, eligible households can bring their letter and NRIC to participating electronics stores where they will enjoy a discount of up to \$100 when buying selected DTV equipment. The full list of participating retailers, which currently include Best Denki, Courts, Gain City and Harvey Norman can be found at www.digitaltv.sg.

4. The DTV Starter Kits are available for redemption until 31 December 2018. The public is advised to redeem their DTV Starter Kit early to enjoy the benefits of DTV (e.g. high definition pictures and sound, electronic programme guides).
5. The letters to eligible households will be sent out progressively from April to June 2018. All eligible households will receive their letters by end June 2018. Each eligible household is entitled to one DTV Starter Kit.

DTV milestones

6. Since December 2013, all seven Mediacorp channels have been broadcast in digital format and in high definition (HD). Households which see any of the following “Analogue” channel logos while watching Mediacorp programmes are still receiving analogue signals and are not DTV-ready. These households must switch to DTV to continue watching free-to-air TV channels from 1 January 2019:



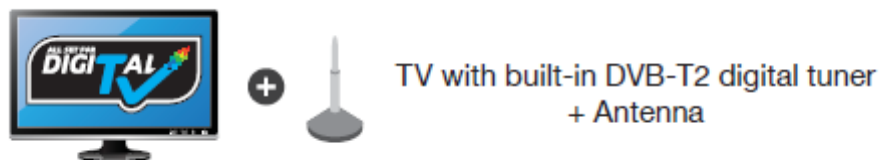
Connecting to DTV

7. There are two methods to switch over to DTV:

- Method 1 - Connect the existing TV to a digital set-top box and indoor antenna: Households do not need to buy a new TV set.



- Method 2 - Upgrade to a TV with a built-in DVB-T2 digital tuner (IDTV) and connect it to an indoor antenna.



Residents living in landed property with their own rooftop ultra-high frequency (UHF) antenna can connect it directly to a digital set-top box or IDTV to receive DTV.

Note: No action is required for households with an existing StarHub or Singtel Pay TV subscription as Mediacorp's free-to-air TV channels are already delivered in digital format through these Pay TV services.

8. The public can look out for information brochures, videos and posters in major retail outlets for information on how they can switch over to DTV. To enable ground staff from retail outlets to better help consumers purchase the correct DTV equipment, IMDA has also worked with Nanyang Polytechnic – Singapore Institute of Retail Studies to conduct training workshops for sales staff. These workshops will train retailers on how to advise consumers to buy the right DTV equipment. Consumers can also identify DVB-T2 compatible equipment, receivers or TV sets through the following DTV consumer labels issued by IMDA:



This label indicates that the IDTV or set-top box supports Singapore's DTV channels in stereo sound.



This label indicates that the IDTV or set-top box supports Singapore's DTV channels in surround sound when connected to a home theatre system.

9. IMDA will be running a series of DTV Carnivals and DTV Service Counters in the heartlands to educate the public on the benefits of DTV and ways in which they can redeem their DTV Starter Kit. Talks and demos will also be conducted at these events as well as at other smaller scale pop-up booths in community spaces. IMDA will also be releasing instructional videos on social media platforms, where members of the public can refer to the step-by-step instructions to complete their installation of the relevant DTV equipment. IMDA encourages households to make the switch to DTV early to enjoy its benefits. More information is available at www.digitaltv.sg.